



**IT IS THEREFORE ORDERED, ADJUDGED AND DECREED** by the Court that:

1. Defendant and its subsidiaries, affiliates, officers, directors, owners, members, agents,<sup>1</sup> servants, interns, employees and all those in privity with or persons acting in concert or participation with Defendant, **ARE HEREBY PERMANENTLY RESTRAINED AND ENJOINED** from directly or indirectly doing, aiding, causing or abetting any of the following:

a) Using in any manner,<sup>2</sup> any trademark, brand name, trade name, insignia, slogan, logo, trade dress, service mark, design, web domain, social media account name, company name or assumed name that resembles, in whole or in part, (1) Plaintiffs' Marks or Websites/Social Media Accounts as identified in Exhibit A attached to this Order (collectively "Plaintiffs' Marks") that is (i) likely to cause a false representation or (ii) likely to cause confusion, mistake, or deception with respect to origin, relationship or sponsorship by or with Plaintiffs or (2) any other confusingly similar use by Defendant that is (i) likely to cause a false representation or (ii) likely to cause confusion, mistake, or deception with respect to origin, relationship or sponsorship by or with Plaintiffs;

b) Representing by words, advertisements, or any conduct that Defendant or any product or service offered for sale by Defendant is authorized, sponsored, affiliated or otherwise connected with Plaintiffs' Marks ;

c) Directly or indirectly engaging in any acts or activities with the purpose or effect of trading upon or diluting Plaintiffs' Marks;

d) Using in any manner any trademark, service mark, logo, advertising, trade name, trade dress, or assumed name containing the words "starting strength," "ssoc" or "Aasgaard" alone or in combination with other words or letters; and

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<sup>1</sup> The term "agents" when used in reference to Defendant shall include independent contractors acting either directly or indirectly at the direction or under the authority of Defendant.

<sup>2</sup> For purposes of this Order, "[u]sing in any manner" means, for example, in connection with any of Defendant's businesses using or referencing in promotions, gym décor, social media postings, YouTube videos, documents, webpages, Instagram accounts, LinkedIn accounts, Facebook accounts, business cards, signage, advertising materials, hard materials, etc. However, nothing herein shall prohibit any Party from referencing any Starting Strength credential. In referencing such Starting Strength credentials, Defendant shall not disparage Plaintiffs or Starting Strength in any way.

e) Using and/or referencing in any manner Plaintiffs' Websites/Social Media Accounts or any confusingly similar websites and/or social media accounts.

2. Each party shall bear their own costs.
3. The parties waive any right to appeal from this Injunction.
4. This Court shall retain jurisdiction to enforce the terms of this Injunction.
5. This is a FINAL JUDGMENT and finally disposes of all parties and all claims.

Signed this 10<sup>th</sup> day of June, 2020.

  
UNITED STATES DISTRICT JUDGE  
JANE J. BOYLE

**AGREED TO AND ENTRY REQUESTED:**

By: /s/ Bruce C. Morris

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THE AASGAARD COMPANY AND THE AASGAARD COMPANY,**

**A TEXAS PARTNERSHIP**

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**EXHIBIT A**

**PLAINTIFFS' MARKS**

STARTING STRENGTH

SSOC

STARTING STRENGTH ONLINE COACHING

AASGAARD

**PLAINTIFFS' WEBSITES/MEDIA SITES**

[www.startingstrength.com](http://www.startingstrength.com)

[www.aasgaardco.com](http://www.aasgaardco.com)

[www.startingstrengthonlinecoaching.com](http://www.startingstrengthonlinecoaching.com)

[www.ssonlinecoaching.com](http://www.ssonlinecoaching.com)

[www.startingstrength.org](http://www.startingstrength.org)

[startingstrength.coach](http://startingstrength.coach)

[startingstrengthequipment.com](http://startingstrengthequipment.com)

[startingstrengthequipmentcompany.com](http://startingstrengthequipmentcompany.com)

[startingstrengthpodcast.com](http://startingstrengthpodcast.com)

[thestartingstrengthpodcast.com](http://thestartingstrengthpodcast.com)

[www.facebook.com/OfficialStartingStrength/](https://www.facebook.com/OfficialStartingStrength/)

<https://www.facebook.com/mark.rippetoe.7/>

<https://www.facebook.com/groups/StartingStrength/>

[www.twitter.com/SSstrength](https://www.twitter.com/SSstrength)

<https://twitter.com/CoachRippetoe>

[www.instagram.com/startingstrength](https://www.instagram.com/startingstrength)

YouTube Channel at <https://www.youtube.com/user/AasgaardCo>